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Money Isn't All You're Saving



Join Us In MAKING A CHANGE

NOVEMBER 2001






A Message from EPA Administrator Christie Whitman

The Environmental Protection Agency (EPA) is launching a new national campaign to encourage Americans to help protect the environment by changing today to energy efficient products and practices. Energy efficiency is important to our country. It can help preserve our natural resources, reduce foreign oil imports, save us billions of dollars, clean our air, and protect our planet for future generations.

Our message is an easy one. Look to ENERGY STAR to make a change. By using ENERGY STAR to increase energy efficiency at home and at work, each of us can make an enormous difference now and for the future.

Millions of Americans are already embracing change. More than 630 million products with the ENERGY STAR have been purchased to date and thousands of companies are working with EPA to adopt more energy efficient practices. Last year alone, ENERGY STAR helped save enough energy to power ten million homes and reduce air pollution equivalent to taking ten million cars off the road – all this for the environment while also saving Americans \$5 billion on energy bills and without sacrificing product features, quality or personal comfort.

But we have only begun to tap the energy efficiency potential of this country. Everyone has a responsibility to protect the environment. Please join us in making a change. We can all begin with the following five energy efficiency recommendations:

-  **1. Put your Home to the Test.** Find out where your home has room for improvement with ENERGY STAR's *Home Improvement Toolbox* available at www.energystar.gov.
-  **2. Change a Light.** Replace your five most frequently used light bulbs with products that have earned the ENERGY STAR.
-  **3. Heat and Cool Smartly.** Have your system checked annually and install an ENERGY STAR labeled programmable thermostat so you are not paying to heat or cool your house when you are not at home.
-  **4. Seal it Up.** Keep the warm air in and the big energy bills out of your house by following ENERGY STAR Home Sealing recommendations for adding insulation to your home and weather-stripping and caulking around doors and windows.
-  **5. Look for the ENERGY STAR.** When you are in the market for home electronics, major appliances, office equipment, heating and cooling systems, windows or even a new home, choose one that has earned the ENERGY STAR.

ENERGY STAR for Your Home

The average home produces more pollution than the average car. Whether looking to replace old appliances, remodel, or buy a new house, ENERGY STAR can help.

ENERGY STAR is the government-backed symbol for energy efficiency. The ENERGY STAR label makes it easy to know which products to buy for the home or office. And by choosing ENERGY STAR, there is no sacrifice in the features, style or comfort that today's consumers expect.

By choosing ENERGY STAR, consumers can save 30% on their energy bills — about \$400 a year — and protect the environment for future generations.



How ENERGY STAR Helps

The ENERGY STAR label on products for the home

The ENERGY STAR label makes it easy to identify energy efficient products without sacrificing product features, quality or personal comfort. The ENERGY STAR can be found on products in more than 30 different categories, including appliances, electronics, office equipment, lighting, heating and cooling systems, windows, and even new homes. Local retailers can be found through an online store locator at www.energystar.gov.

Most products have two price tags: the purchase price, and the cost of the energy required to run them. ENERGY STAR provides substantial savings on the second price tag.

If just one room in every home used ENERGY STAR lighting, the change would keep one trillion pounds of greenhouse gases out of our air.



Lighting

A typical household spends about \$90 a year on lighting – mostly due to inefficient fixtures and bulbs. On average, light fixtures that have earned the ENERGY STAR cost less than half as much as traditional models to operate. And energy efficient bulbs, known as compact fluorescents, use up to 75 percent less energy and last up to 10 times longer.

If half of the households in the US replaced their regular TV with an ENERGY STAR labeled model, the change would be like shutting down an entire power plant.



Consumer Electronics

The energy used to power small household appliances and consumer electronics is one of the fastest growing utility costs in the country. By 2015, this category may be responsible for 40% of all household electricity use. Consumer electronics that have earned the ENERGY STAR label cost about the same as less efficient models, but they use substantially less energy.

If just one household in 10 bought ENERGY STAR heating and cooling equipment, the change would keep more than 17 billion pounds of pollution from our air.



Heating and Cooling

A home's heating and cooling system is its biggest energy user. The ENERGY STAR is placed on the most energy efficient products. In addition, ENERGY STAR has recommendations for appropriate sizing and installation of these units, as well as sealing and insulation levels to enhance savings.

If just one new home in 10 earned the ENERGY STAR, the change would be equal to removing pollution from 600,000 cars for one year.



New Homes

Energy efficient new homes that earn the ENERGY STAR incorporate energy savings in design and construction and use 30% less energy for heating, cooling, and water heating than standard homes.

Put Your Home to the Test

Find out if you have room for improvement

ENERGY STAR offers a **Home Improvement Toolbox** to help homeowners determine how efficient a home is and identify cost-effective, energy-saving improvements:

The **Home Energy Yardstick** helps you find out how efficient your home is. By answering questions about your energy use, the number of people living in your home, the home's square footage and the ZIP code, you can compare your home's energy use to similar homes throughout the country.

The **Home Energy Adviser** helps you to improve your home's efficiency for greater comfort and energy savings. By answering 12 simple questions on your home's energy consuming equipment, you can learn about the top five cost-effective improvements that will enhance the overall energy efficiency of your home.

ENERGY STAR for Businesses

By choosing ENERGY STAR, businesses and organizations could save more than \$25 billion a year, while protecting the environment for future generations.

Whether looking to purchase new office equipment, remodel an existing building, learn how efficient a building is, or improve the efficiency of a building, ENERGY STAR can help. And by choosing ENERGY STAR, there is no sacrifice in the features or comfort that decision-makers demand.

How ENERGY STAR Helps

The ENERGY STAR label is on many frequently purchased products in the workplace

The ENERGY STAR is on more than 10 product categories for the workplace, including computers, monitors, fax machines, copiers, and printers.

Installing ENERGY STAR labeled computers, monitors, fax machines, copiers, or printers saves more than \$80 per product, per year, and prevents pollution. In addition, EPA is offering new software to enable the sleep feature on networked monitors, helping to deliver significant energy savings.

The savings add up. If one company with 1,000 computers uses the power management features already on its monitors, the change will save 200,000 Kilowatts of electricity per year and put more than \$15,000 in operating costs right to the bottom line.




Improving Building Performance

Businesses can save up to 30% on energy bills through improved operations and maintenance practices, and building upgrades. EPA offers its ENERGY STAR partners, those companies that have committed to energy efficiency improvements, the information and tools they need to achieve their goals.

EPA encourages all organizations to analyze the energy performance of their buildings, set goals for improvement, and track their progress. ENERGY STAR provides an online *Portfolio Manager* tool to assist organizations with measurement, goal setting, and tracking. Available for office buildings, schools and grocery stores, this tool lets a company rate its building's energy use on a scale of 1 to 100. Thousands of US organizations have measured the energy performance of their buildings.

EPA also encourages all organizations to distinguish their highest performing buildings with the ENERGY STAR label. More than 600 buildings have earned the ENERGY STAR.

ENERGY STAR works in partnership with organizations that want to improve the energy efficiency of their building stock. ENERGY STAR is already working with organizations that represent approximately 17% of the US building square footage.

 For more information on energy efficiency and ENERGY STAR, visit www.energystar.gov.